Christmas Shopping

Golf Goods ~~Boy~~

at your **Pro Shop**

~~1934~~ 9.1B

Rec'd 11/20/56

COURT HOUSE COUNTRY CLUB

DICK IAMES

PROFESSIONAL

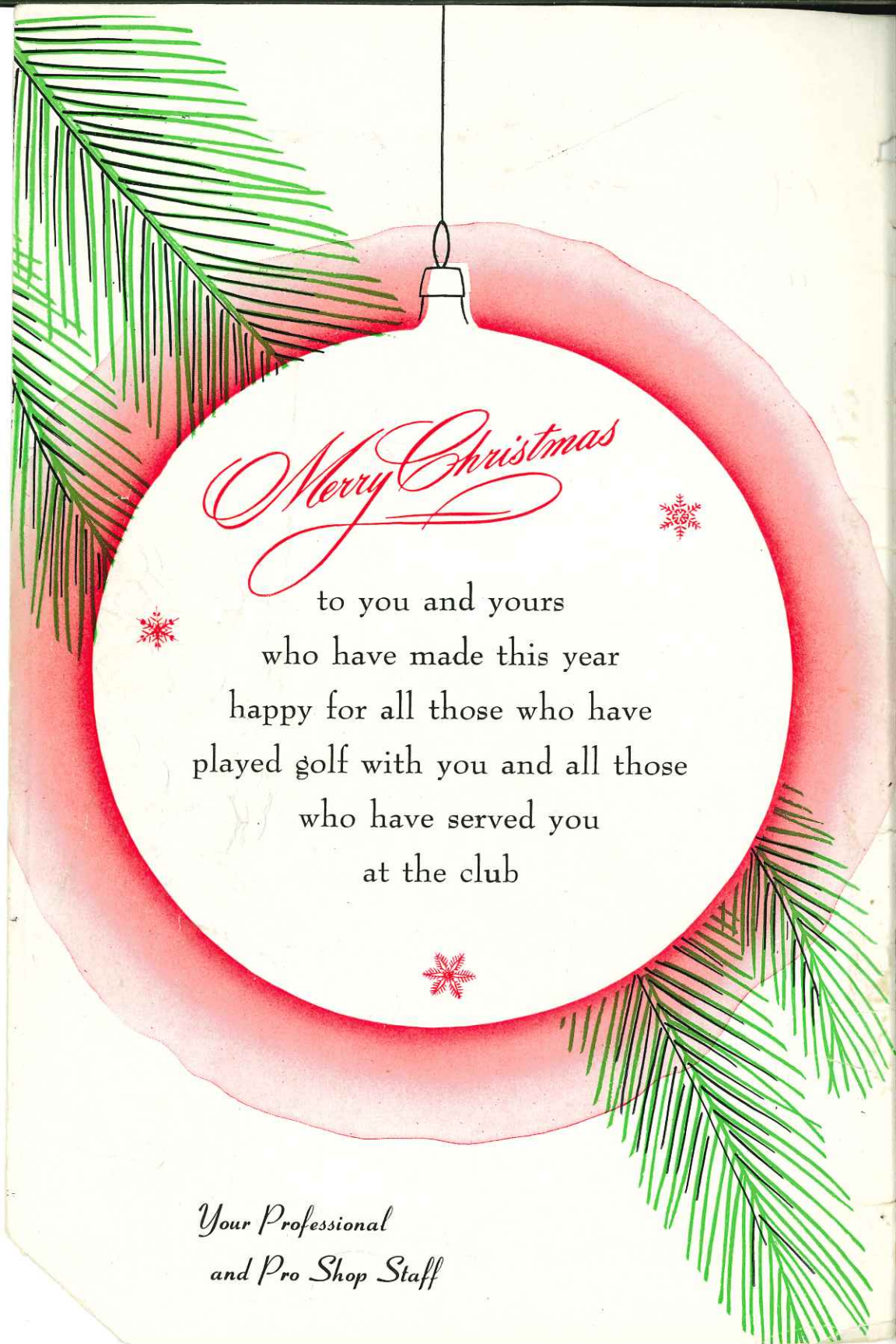
Fairfax, Virginia

Phone Br 8-9394

RETURN TO

DESIGN DIV

THE FINEST IN GOLF EQUIPMENT, APPAREL & ACCESSORIES


Merry Christmas
to you and yours
who have made this year
happy for all those who have
played golf with you and all those
who have served you
at the club
Your Professional
and Pro Shop Staff

YOUR PRO SHOP

Christmas Gift Guide

FOR EASIER SHOPPING

In this book you will see the right answer in golf goods and sportswear for Christmas giving . . . Your Professional's experience in selecting and fitting correct golf equipment is at your command . . . The smartest styling and highly pleasing value in sportswear is presented at your Professional's Shop by the manufacturers who have keenest sense of country club style leadership . . . Expert aid of golf specialists, no elbowing crowds, friendly service and no parking problems make Christmas shopping pleasantly convenient at your Pro Shop.

You are a partner

in this shop for golf gifts

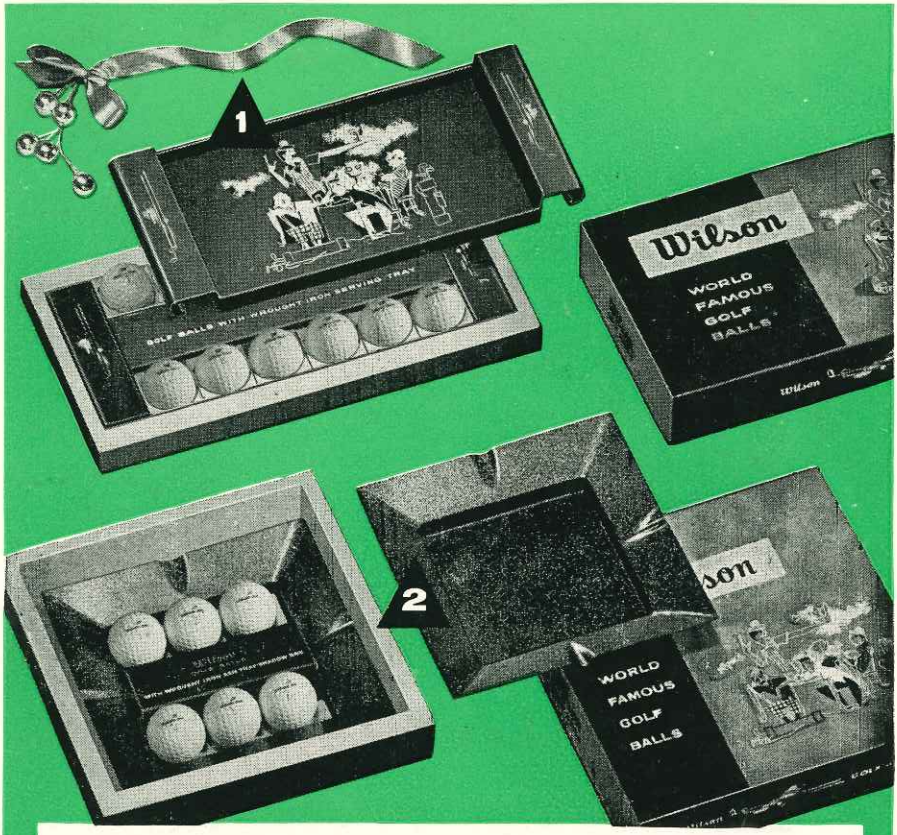
In your pro shop *you* are much more than a customer. You are a partner of your pro shop staff.

As specialists and authorities in golf our first duty to the partnership is to make sure that the best in golf equipment and apparel is provided as a service to you.

Then we have the duty of helping you make the selection of what is exactly right in every detail for the one who is to use what you buy at your pro shop.

There is a profit greater than money in the partnership you and your professional have in the pro shop.

It is the friendship and helpfulness we share in adding to the enjoyment of golf.



Merry Distance and Happy Accuracy

New 1956 Wilson 2 • 1 Gifts

1 One dozen Wilson Staff or Jet golf balls and this handsome wrought-iron TV Serving Tray. Holds six beverage glasses or light snack in front of TV set. This baked enamel tray won't mar or stain.

2 With a half dozen Wilson Staff or Jet golf balls, this combination wrought-iron ash tray or shadow box. Gold-sprinkled baked enamel. Can be used decoratively for small portraits or illustrations.

Two perfect Christmas gifts for the regular price you pay for the popular Wilson Staff and Jet golf balls. 3-color, handsomely designed packages with a double-duty story . . . at your pro shop today!

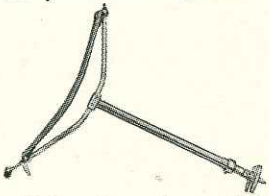
Wilson

The Wilson name is part of the game

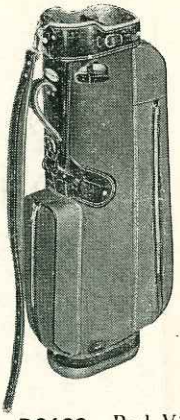
Wilson Sporting Goods Co., Chicago • Fastest nationwide service from 32 branch offices • (A subsidiary of Wilson & Co., Inc.)

THOSE WHO PLAY GOLF DESERVE

Turfrider Caddy Cart D9952 Folds to compact unit, rolls when folded. Fits any bag. Semi-pneumatic tires with ball bearing wheels. Choice of red, blue or green on upper bracket and yoke. Each—**$36.00**



Turfrider Seat Cane D9940 Light, sturdy and compact. In beautiful chrome-plated aluminum with adjustable height, tanned leather seat, ground point and guard. Each—**$12.00**



Golf Bag D0632 Red Vinyl with embossed black strap leather trim, large clothing and ball pockets. Bound zipper edges with detachable hood and umbrella holder. Each—**$35.00**

for better play in comfort

Rain Jacket D9465 Rubber-coated nylon designed on the Free-For-All pattern. Pull-over with turtle neck and short zipper. Ribbed collar, cuffs and bottom. In maize, tan, navy, white, red. Each—**$10.00**

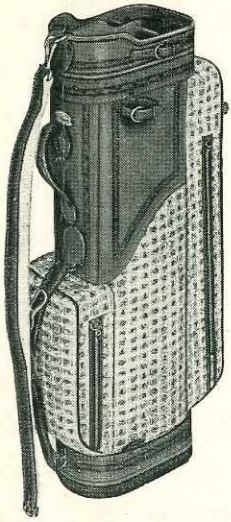
Rain Pants D9466 Rubber-coated with elastic waist and hip pocket. Snap adjustment at cuffs. In natural, red, maize, navy. Each—**$8.00**

Golf Umbrella D9905 Equally good against rain or a hot sun. Eight-ribbed, 30-inch double stretcher umbrella. Made of cotton plaid in red, blue or green. Versilan case. Each—**$8.95**

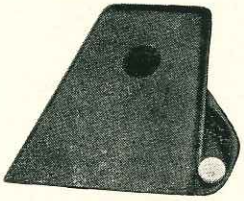
The Wilson name is part of the game

Wilson

THE BEST—GIVE WILSON

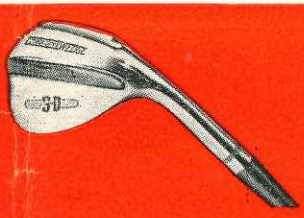


Carry All D0940 New model of white cameo vinyl in 18″ x 10″ size. Matches D0602 bag in black and gold cameo pattern. Plastic-lined side pocket with molded plastic handles and name plate. Each—**$12.95**



Kumbak Putting Device D9812 Set on angle to compensate for resistance of grass. Ball returns automatically after each putt. Ideal for home practice. Each—**$4.95**

Golf Bag D0602 Good-looking white cameo vinyl with London strap leather trim. Country Club styling with black and gold cameo pattern. Roomy clothing and ball pockets with detachable hood. Each—**$65.00**



Triple-Duty Wedge D8684 A valuable addition to every golfer's set. This 3-D wedge features a heavy, wide flange, off-set blade. Also has a True Temper Rocket shaft and calfskin Reminder grip. Each—**$13.95**

No. 5 Woods D8500 For working out of trouble. Ebony-finished Strata-Bloc head with Rocket shaft. Black and white fiber face insert and calfskin grip. Men's RH. Each—**$22.50**

Winsum Putter D8810 New goose-neck putter features a two-tone chrome and brass head, flange back, True Temper Rocket shaft, and calfskin pistol grip. Right hand only. Each—**$13.95**

Tam Putter D8813 Mallet-type putter. Rocket shaft with pistol grip in calfskin, perforated for firm, comfortable control. Right hand only. Each—**$13.95**

Augusta Putter D8833 Real fluid-feel. Bright chrome head finish with brass face for softer feel. Perforated pistol grip in calfskin. Rocket shaft running clear through head to sole. For either right or left hand. Each—**$13.95**

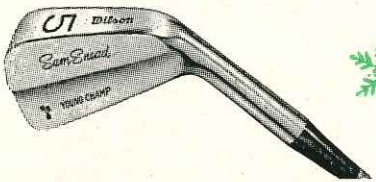
GOLF GIFTS THAT CAN'T MISS

Patty Berg Staff Model D7041 New design under the supervision of Miss Berg. Strata-Bloc construction, lustrous Holiday Sherry finish. Embossed, chocolate brown Reminder grip. Each set matched and registered. Set of 4 (driver, 3, 4, 5, woods)—**$95.00**

Berg Dyna-Powered Irons D7081 Precisely balanced and weighted for ladies. True Temper Rocket shaft providing Fluid Feel of smooth, controlled power. Reminder grips. Set of 8—**$130.00**

Berg Professional Woods D7241 New compact model finished in Scotch Mist blonde shade. True Temper Ladies' Meteor shaft. Each club directly related in weight, length and feel. Set of 4 (driver, 3, 4, 5, woods)—**$65.00**

Berg Professional Irons D7281 Mates to Professional Woods. Bright chrome-plated head finish. Reminder grip in deep red calfskin. Each set matched according to Swingweight. Set of 8—**$85.00**

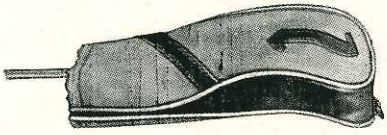


Sam Snead Young Champ Golf Set D5480 For younger golfers, a set designed by Sam Snead. Available by individual clubs or in combined sets. New head treatment on both woods and irons. Set of brassie, spoon, 3, 5, 7, 9, putter and bag—**$71.50**

Top Notch Woods D1043 Finished in Midnite Burgundy. Strata-Bloc heads, slightly pear-shaped with definite crown. Available with either Reminder or Bell calfskin grip. Each set matched and registered. Set of 4—**$95.00**

Dyna-Powered Irons D1083 Designed with shaft extending clear through hosel to sole for greater accuracy. Finished in bright chrome with solid sandblasted face, top line and flat. "Fluid Feel" on every shot. Set of 8—**$130.00**

Head Covers D9650 4-unit Jacquard knit set. Colors: Scarlet & royal; black & gold; kelly & gold. Set of 4—**$4.00**



Head Covers D9610 4-unit set—#1, 2, 3, 4. Gluv-elk leather designed to conform to shape of club. In palomino & red; red & black; white & cork. Set of 4—**$9.00**

Wilson

The Wilson name is part of the game

Wilson Sporting Goods Co., Chicago • Fastest nationwide service from 32 branch offices • (A subsidiary of Wilson & Co., Inc.)

HELP YOURSELF
to better scores

When experienced professionals get together and talk about successful teaching they agree that some points of instruction are certain to help the average golfer.

These simple instruction tips follow.

If there's anything you want to discuss about any of these points drop around to the pro shop and we'll be happy to go into detail.

THE GRIP

The correct grip must keep your hands balanced so your right hand won't overpower your left.

* * *

A common fault is to have the grip too much in the palms of the hands. The speed of the swing is retarded if you have a tight palm grip.

* * *

The right hand too much on top of the shaft is a frequent cause of slices. Having the right hand too much under the shaft accounts for many unwanted hooks.

* * *

The overlapping grip, commonly known as the Vardon grip, is best for golfers with hands of common size and strength. But there are numerous instances of men, women and youngsters having small hands and short fingers, requiring the "baseball" grip which has no overlapping or interlocking of fingers.

Your pro shop staff will be glad to determine what grip is most suitable to you.

* * *

In the great majority of cases the hands should be placed on the club so the Vs of the thumbs and forefingers point about to the right ear.

* * *

The right elbow getting too far away from the body in the backswing often is caused by a faulty grip—usually by having the right hand too much on top of the shaft.

* * *

A feeling that you are holding the club firmly (but not frozen) under control with the last two fingers of your left hand and the first two fingers of your right hand will help you to get good hand action.

THE ADDRESS

Reaching out for the ball with your hands too far from your body makes it practically impossible to get correct shoulder action.

* * *

Be sure that your toes, at address, on the medium and long shots that require body action, are pointed so your body can turn freely and your weight be shifted.

* * *

Stand for the medium and long shots with your feet about as far apart as your shoulders so you can get body action and transfer of weight without losing balance.

* * *

The shorter shots are played with the shoulders, arms and wrists. You don't want body action in these shots so you stand with your feet only a few inches apart.

* * *

In address for the wood and long iron shots your hands are about in a line with the ball.

* * *

In addressing short shots with lofted clubs your hands are ahead of the ball and the club shaft is about in line with your left arm. The reason for this is that the lowest part of the arc of the swing of these short pitch or chip shots should be a bit ahead of the ball.

THE PRO SHOP IS IDEAL

for your

Christmas Shopping

There's no parking problem at your pro shop.

Nobody's elbowing you and rushing you.

You are served by an expert who has a genuinely friendly interest in making sure that you and those who get your golf gift are perfectly, happily suited.

There are big stocks of gifts for golfers—much of it exclusively sold through shops at the nation's finest golf clubs—awaiting your inspection at your pro shop.

And at the pro shop the prices on golf gifts are fair to Santa Claus —and you know who Santa Claus really is.

Have your weight evenly distributed from the toes to the heels of your feet and you'll find it easier to stay in balance.

* * *

Many golfers find they can keep from swaying their bodies and losing good balance if they turn their chins to the right when addressing the ball and "take aim" on the ball with the left eye.

THE SWING

Most golfers who don't hit the ball well start the swing with their hands instead of with foot action.

* * *

In the backswing your left knee should move until it points several inches back of the ball—NOT AT THE BALL! That will help you get the body turn you need. The downswing begins with simultaneous action of your left foot coming firmly to the ground and your right knee moving smartly toward the ball.

* * *

The most common error of average golfers is beginning the downswing with hand action.

* * *

A slight pause at the top of the backswing will help the majority of golfers.

* * *

During that pause make sure that the last two fingers of your left hand are

A Wedge

is a present they'll happily remember

A wedge for sand trap or short approach shots from fairway or rough is a club every golfer should have—but a lot are without this valuable implement.

Come into the shop and inspect our stock of wedges. We'll help you pick exactly the right club to present.

Score a hit at Christmas—

Give New 1957 Spalding TOP-FLITE Clubs

WHAT BETTER GIFT can you give a golfer than a sure way to improve his game?

Of course, you can't wrap up and present him with a few hundred hours of hard practice. But you can do the next best thing.

Give him a set of new 1957 Spalding Registered TOP-FLITE clubs.

Made with Spalding's exclusive SYNCHRO-DYNED club system—a scientific and exact mathematical formula of weight coordination—*every club in a set swings and feels the same.*

It's this uniform swing-feel that shaves strokes off a golfer's score . . . lets him use *every club* in the bag with better results, instead of just a few favorites.

1957 TOP-FLITES are better-looking, too. The new model woods, and the irons with their gleaming finish make a mighty handsome present. Why not drop in and see for yourself. TOP-FLITES are sold only through your golf professional.

SPALDING

TRIPLE CROWN
GOLF BAGS
for those who can afford the best
$50

*New Bold Blazer Stripes
Blazer stripes — the smartest thing in men's sportswear — now brought to you for the first time in golf bags by Triple Crown. These are the bags designed for function, with true balance, capacity, and perfect club distribution.
Sold only in Pro Shops.

closely, but not with stiffening tightness, around the club.

Then start your downswing with foot action that gives you the necessary body turn. This will naturally delay your hand action until it occurs spontaneously at the right place and time.

* * *

You'll find it easier to keep your head steady without getting stiff-necked, and to get correct shoulder action, by turning until your left shoulder touches your chin in the backswing, and retaining your head position until your right shoulder touches your chin in the downswing.

* * *

The backswing is definitely a swinging of the club with your back turning clockwise. The downswing is entirely a swing until your hands get about on a level with your hips then it's a swing with your arms and a hit with your hands.

* * *

The feel, rather than the mechanical details, is the baffling habit to acquire in getting a good golf swing. Many times the right feel of the swing is acquired by pupils who think of the left arm—comfortably extended but not stiffened—as controlling the radius of the swing, and the action of the right arm and right side as being almost identical with the action of throwing a ball underhanded.

SAND SHOTS

You'll get out of the bunker onto the green if you will take an open stance . . . have your left hand a bit more on top of the shaft than usual . . . play the clean lies about even with your left heel . . . keep your left arm fairly straight . . . break your wrists early in your backswing . . . keep your head steady as you hit into the sand behind the ball . . . ***and keep the club going through the sand until you get a good follow-through.***

APPROACH SHOTS

Play the pitch and chip shots with an open stance and your weight mainly on your left foot.

Have your hands, at address, well in front of the ball.

Hit down at these shots and let the loft of the club lift the ball.

Keep your head steady and your body out of these shots. They're played with your shoulders and arms working smoothly.

(continued on page 34)

HAPPY!

THE GOLFER
who finds this power-packed package under the tree!

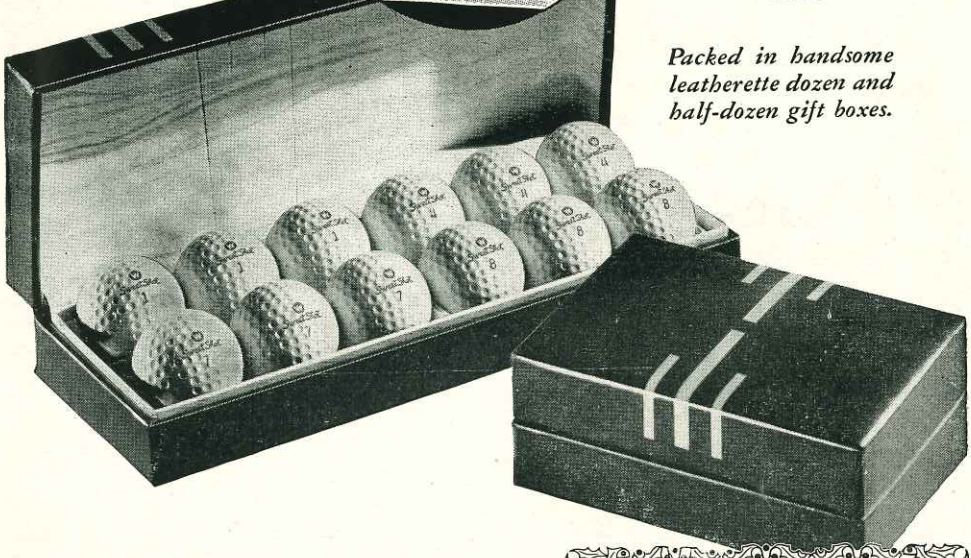
HAPPY!

THE GAL (OR GUY)
whose gift selection is made so easy (and gift-boxed, too)!

HAPPY!

YOUR PRO
who's ready now to help you with early Christmas Shopping!

Packed in handsome leatherette dozen and half-dozen gift boxes.



Now's the time to order these

SWEET SHOT

Christmas packages!

Sold Exclusively through Pro Shops

A WORTHINGTON EXTRA . . .
in lots of one dozen only, each ball will be PERSONALIZED FREE!

THE WORTHINGTON BALL COMPANY
Elyria, Ohio, U. S. A

Worthington
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

1956 WINNERS

Men's Events

Professional

Los Angeles Open – Lloyd Mangrum 272

•

Panama Open – Arnold Palmer 283*
*Defeated Sam Snead in playoff

•

Bing Crosby Inv. – Cary Middlecoff 202

•

Palm Springs Inv. – Jimmy Demaret 269

•

Imperial Valley Open – Paul O'Leary 271

•

Jamaica Open – Roberto de Vicenzo 260

•

Phoenix Open – Cary Middlecoff 276

•

Tucson Open – Ted Kroll 264

•

Texas Open – Gene Littler 276

•

Houston Open – Ted Kroll 277

•

Baton Rouge Open – Shelley Mayfield 277

•

Mexican Open – Billy Maxwell 264

•

Pensacola Open – Don Fairfield 275

•

St. Petersburg Open – Mike Fetchik 275*
*Defeated Lionel Hebert in playoff

•

Gulf Coast Inv. (Home Pro) – Bert Weaver 284

•

Seminole Pro-Am. – Walter Burkemo 138

•

Miami Beach Open – Gardner Dickinson, Jr. 272

•

Azalea Open – Mike Souchak 273

•

Masters' – Jack Burke, Jr. 289

•

Greensboro Open – Sam Snead 279*
*Defeated Fred Wampler in playoff

•

Hot Springs Open – Billy Maxwell 272

(continued on page 18)

THE GIFT THAT Means More... YEAR AFTER YEAR

MacGregor Woods, Irons, Balls,
Golf Bags and Matching Accessories

MacGregor
THE GREATEST NAME IN GOLF

GOLF'S FINEST GIFT... AVAILABLE IN MODELS
FOR BOTH MEN AND WOMEN AT
THE PRO SHOP

THE MACGREGOR CO., CINCINNATI 32, OHIO – Golf • Tennis • Basketball • Football • Baseball

Expert CLUB fitting . .

the great "extra" that costs you nothing

There are 27 different major specifications in a pro-quality golf club. . . . and many minor details to which we attend in applying our long experience to the service of the golfers.

The height, build, occupation, class of golf played, type of swing and character of hands are some of the points that we in your pro shop take into consideration when we are making certain that the clubs we sell fit the one who is to use them.

"Properly fitted clubs are the only part of improved golf that anyone can buy", wrote Tommy Armour in his best-selling book. Right he is!

Your pro shop is the only place where you are sure of getting properly fitted clubs.

[redacted] . . . *if your golfer already has a Bag Boy*

(and over 400,000 golfers do)

give a genuine Bag Boy golf seat $11.95

Fits any Bag Boy ever made.

Folds up under the back shaft. Always handy.

Tripod design makes seat steady—you can relax to give yourself that *extra go.*

Bag Boy golf seat can be easily detached and used as a handy spectator seat.

You can always depend on Bag Boy golfing products—they are the very best . . .

BAG BOY GOLF SEAT

Bag Boy®

the golf cart every golfer wants

BAG BOY DELUXE

Looks Better. Made Better. Lasts Longer. Rolls Easier. (*It's great to know you own the very best*).

$37.95

As advertised in
Saturday Evening Post
and
Sports Illustrated

BAG BOY SPECIAL

Dollar for dollar there's no finer golf cart. Has famous features that makes Bag Boy roll easier.

$29.95

PRO Grip
AMERICA'S FINEST

FOR CHRISTMAS!

832-W, the great new WASHABLE leather glove! Laundering brings it back like new . . . eliminates practically all fading. The finest table-cut glove.

GRIPLOC helps overcome one of the worst faults in most golf swings. Middle, third and small fingers are sewn together on the palm side to keep the left hand closed at the top of the back swing . . . helps overcome weak left hand, opening up and improper grip.

W44-C, "War-Mup" weighted head cover makes any wood a training club. Weights are removable. Available individually or in matched sets.

the best to give . . and to receive

HILL'S PRO Grip

You Know . .

what you want to spend

We Know . .

what it will buy to most please the golfer

We have golf gifts—and the best—at prices from $1 up.

Whatever the price of the item is, we've stocked it because it's the best value from among everything made for the golfer.

A great many of the golf Christmas gifts in the pro shop—playing equipment and supplies and golfwear—are made exclusively for distribution through pro shops.

There's distinction and highest value to the pro shop golf gift.

Perfect Way to Say

MERRY CHRISTMAS TO GOLFERS

Dunlop

MAXFLI GOLF BALLS

In this Beautiful Christmas Box

Make a big hit with the golfers on your gift list. Give them Dunlop Maxflis, the ball every golfer recognizes as the world's best. On sale at your pro shop in this cheery Christmas gift box. Sturdily constructed with brass hinges, the Maxfli Christmas box has a thousand and one uses, even after the Maxflis are removed. Christmas packages are available in dozen and half-dozen sizes. Give the gift golfers really go for — the Dunlop Maxfli Ball.

DUNLOP TIRE AND RUBBER CORPORATION

SPORTING GOODS DIVISION . . . 500 FIFTH AVENUE
NEW YORK 36, NEW YORK

TRIPLE CROWN
GOLF BAGS

for those who can afford the best

$50

*New "Dri-Grip", Non-Skid, Ventilated Rubber Bottom.

Moulded rubber bottom is guaranteed to outwear the bag itself! Won't skid on slippery floors. Air vents insure dry interior and mold-free club grips. Just one of the many *exclusive* features found only in Triple Crown Golf Bags. *Sold only in Pro Shops.*

WINNERS • *(continued from page 12)*

Tournament of Champions – Gene Littler 281

•

Colonial National Inv. – Mike Souchak 280

•

Greenbrier Open – Ed Oliver 266

•

St. Louis Open – Dow Finsterwald 274

•

Kansas City Open – Bo Winninger 273

•

Dallas Cent. Open – Don January 268

•

Texas Int'l Open – P. Thomson 267*
*Defeated Littler & Middlecoff in playoff

•

Palm Beach Round Robin – Gene Littler 344*
*Five Rounds

•

USGA Open – Cary Middlecoff 281

•

Philadelphia Daily News Open – Dick Mayer 269*
*Defeated Bud Holscher in playoff

•

Ins. City Open – Arnold Palmer 274*
*Defeated Ted Kroll in playoff

•

Canadian Open – Doug Sanders 273*
*Defeated Dow Finsterwald in playoff

•

PGA National Championship – Jack Burke, Jr. defeated Ted Kroll, 3 and 2

•

Eastern Open – Arnold Palmer 277

•

All-American – E. J. (Dutch) Harrison 278

•

World Championship – Ted Kroll 273

•

British Events

British Amateur – John C. Beharrell defeated Leslie Taylor, 5 and 4

•

International Golf – Canada Cup – Ben Hogan 277
Team (American – Hogan and Sam Snead 567)

•

British Open – Peter Thomson 286

(Continued on page 26)

happy news
for the holiday
selling season

1957
Master-Matched
POWER-BILTS
Ready For
Christmas delivery

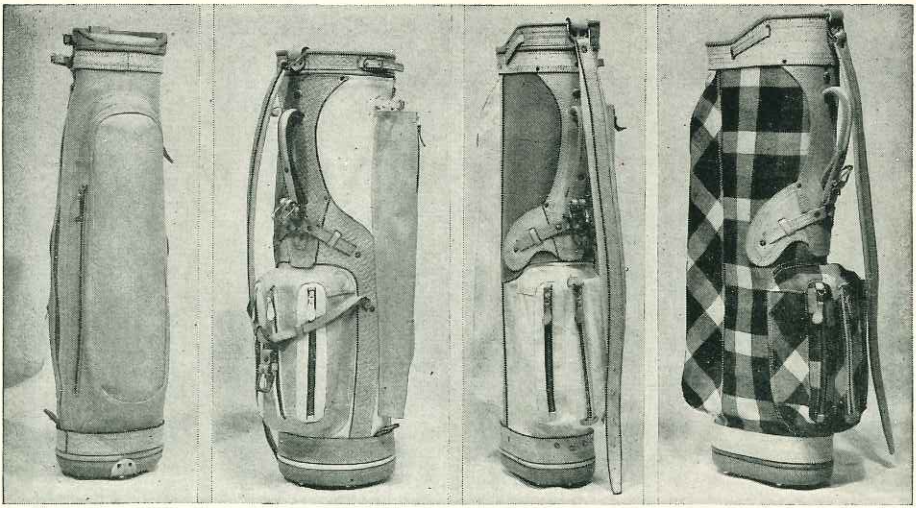
-and don't forget the
JR. POWER-BILT Sets
for the youngsters

These special
POWER-BILT clubs
ideal individual gifts

- ★ *Pitching Wedge*
- ★ *Sand Wedge*
- ★ *Special Putters*
- ★ *Super Cleek*
- ★ *Chipper*

Power-Bilt
Master-Matched
GOLF CLUBS

HILLERICH & BRADSBY CO.



"Ask the boys about Quillons"

Custom Styled Bags • Luggage

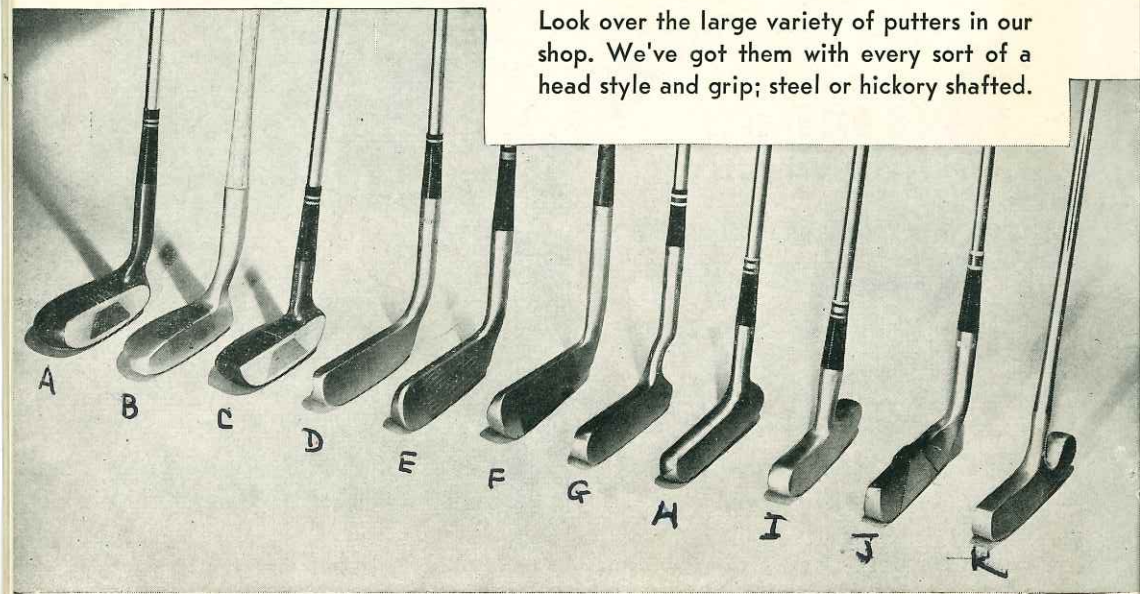
HENRY HOTZE & SON

GIFT GUIDE • • *Page 46 gives you a complete list of gift items suitable for any golfer, grouped in price brackets. Page 47 is a memo page for jotting down Who, What and How Much.*

A new putter
excites every golfer

The best golfers often change putters. . . . Each new putter brings bright promise of improvement in everybody's putting.

Look over the large variety of putters in our shop. We've got them with every sort of a head style and grip; steel or hickory shafted.



Ultra in Golf Equipment

by Walter Hagen

Haig Ultra Woods. Beautifully balanced sets of 4 (Strata-Bloc heads D2046, Persimmon D2246). Chrome-plated Rocket shafts by True Temper. Perforated red calfskin grips designed in the Hagen pattern. Each set matched and registered. Either set—**$95.00.**

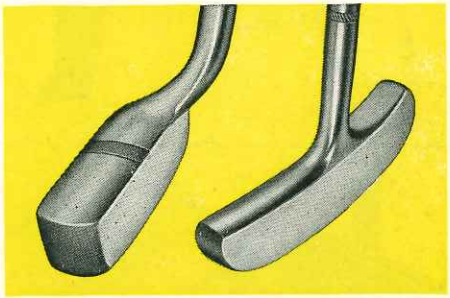
Haig Ultra-Powered Irons D2086. Shaft-to-sole construction assures maximum accuracy . . . perfect "feel". Revolutionary irons are finished in bright chrome with sandblasted face and back flange. Set of 8—**$130.00.**

Fleetwood Woods D2646. Rich dark walnut Strata-Bloc heads. True Temper Meteor shaft and new perforated, embossed grip in brown calfskin. Each set matched. 4-unit set—**$73.00.**

Fleetwood Irons D2686. Precision instruments. Deliver plus power at a popular price. Sandblasted faces with straight line scoring provides positive shot control. Set of 8—**$93.50.**

American Lady Woods D6046. Sparkling light mahogany heads, Strata-Bloc constructed for years of use. Century shafts lead into deep red calfskin grips. Set of 4—**$54.00.**

American Lady Irons D6086. Companion clubs to American Lady Woods. Streamlined heads with popular True Temper Century shafts. Reminder grips. Set of 8—**$64.00.**



Sir Walter Putter D8847. Strictly "professional". Compact, two-toned chrome and brass head. Extreme Goose-Neck design with Polo grip. Rocket shaft. RH only. **$13.95.**

Signature Putter D8846. Brass-headed, with a "pick your angle" Rocker bottom. Centered shaft is a True Temper Rocket. Calfskin Polo grip. Right or left hand **$13.95.**

Walter Hagen Division of Wilson Sporting Goods Co.

Spalding
TOP-FLITE
SYNCHRO-DYNED

DURA-POWERED
Wilson
FLUID-FEEL

MEG

Power-Built
STAINLESS STEEL

MICRO BALANCED

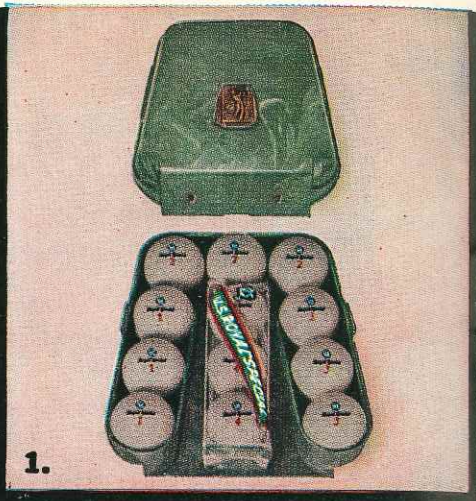
FLUID FEEL
ULTRA POWERED
THE BAIG
Walter Hagen

How about a set of irons?

Many improvements have been made in irons in recent years.

We have the advanced models in the world's finest . . and provide the fitting that makes them practically a custom set.

- **SPALDING – Synchro-Dyned Top-Flite,** for men; Synchro-Dyned Mary Lena Faulk for women. Sets of 8 or 9. 9 iron set includes one of several pitching irons.
- **WILSON – Dyna-Powered.** Dyna-Power model for men; Patty Berg Dyna-Powers for women. Sets of 8 and 9. 9 iron set has pitching wedge.
- **MACGREGOR – Colokrom.** MT and Armour models for men; Suggs model for women. 8 and 9 iron sets—9 set has double service wedge.
- **HILLERICH & BRADSBY – Master-Matched Power-Bilt.** For men and women in sets of 8 or 9. 9 iron set offers choice of sand wedge or putter.
- **GOLFCRAFT – Glasshaft Lloyd Mangrum.** Men's and women's irons in sets of 8 or 9. 9 iron set includes sand iron.
- **WALTER HAGEN – The Haig Ultra,** for men; in sets of 8 or 9; 9 set has wedge. American Lady for women, in sets of 8, 6 or 5 irons.
- **BEN HOGAN – Precision Irons.** For men and women. Sets of 8, 9 and 10. 9 iron set includes Equalizer or Exploder; 10 iron set includes both.
- **BURKE – Punchiron, Mark II.** For men and women. Lady Burke, for women. Sets of 8, 9 or 10. 9 and 10 sets, choice of sand iron, wedge or No. 1.



1.

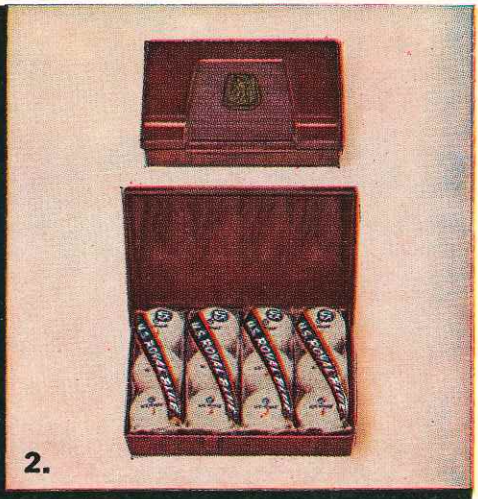
SANTA SAYS, "WHETHER

3.

OR SOD BUSTERS, GOLFERS APP

1. Famous gift box that becomes indoor putting cup. Contains one dozen U.S. Royal Golf Balls. **2.** Handsome maroon utility case. One dozen U.S. Royal Golf Balls. **3.** Ideal gift for woman golfer—striking antiqued gold-colored gift box containing six U.S. Queen Royal Golf Balls. **4.** Modern gift case in maroon finish—makes beautiful cigarette box. Comes with six U.S. Royal Golf Balls.

Buy U.S. Royal gift cases at your Pro Shop, available in U.S. Royal Specials, Blues, Reds, Queen Royals. U.S. Royal Golf Balls can be personalized on orders received no later than Nov. 15th. Minimum order—one dozen per name. You've got an exclusive—people can buy U.S. Royal Golf Balls in these striking gift cases **only** at pro shops! Feature them on your counters—you'll be doing your customers **and** your cash register a big favor!



THEY'RE PAR BREAKERS...

RECIATE A U.S. ROYAL GIFT CASE."

United States Rubber

Rockefeller Center, New York 20, N.Y.

WINNERS • *(continued from page 18)*

Amateur

North-South Amateur – Hillman Robbins, Jr. defeated William R. Hyndman III, 1 up

•

Southern Amateur – Arnold Blum defeated Doug Sanders, 1 up

•

Western Amateur – Mason Rudolph defeated Jack Parnell, 6 and 4

•

Tournament of Amateur Champions – Gene Dahlbender 276

•

Trans-Mississippi Amateur – Charlie Coe defeated Ron Wenzler, 11 and 9

•

National Collegiate Athletic Assn. – Rick Jones, Ohio State defeated Rex Baxter, Jr., Houston U., 4 and 3
Team Champion – Houston U. 601

•

All American – James Hiskey 296

•

World Championship – Ward Wettlaufer 290

Seniors

PGA Seniors Championship – Pete Burke 215

•

American Seniors Golf Association – Judd L. Brumley defeated Peter Snekser, 3 and 2

•

Pine Needles Inv. – Benjamin F. Krofferth, Jr. 218

•

Western Seniors Golf Assn. – J. B. Bixler 72*
*Second round postponed

•

Women's Events

Professional

Sea Island, Ga. – Marlene Hagge 152*
*Defeated Joyce Ziske, Mary Lena Faulk in playoff

•

Tampa Open – Betsy Rawls 293

•

Havana Open – Louise Suggs 227

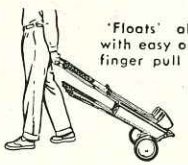
•

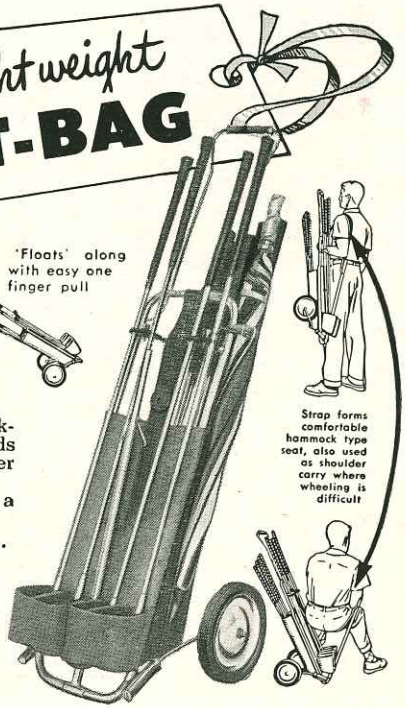
Miami Beach Open – Fay Crocker 144

(continued on page 33)

A GIFT FOR YEARS OF GOLFING PLEASURE . . .

New Lightweight **CART-BAG**





He — or she — will be delighted with CART-BAG. Combines Bag — Cart — Seat — Club Protection in one unit! It's the smartest, lightest, easiest-pulling outfit in golfing history.

Beautifully modern in design, with chrome plated tubular steel chassis, colorful lifetime vinyl leatherette pockets, it holds 14 or more clubs — for easy selection, removal and insertion. Two storage pockets for jackets, balls, etc. plus tee holder and umbrella strap. Folds simply, quickly to only 10" width, (12" at base) for locker or rack storage.

CART-BAG carries clubs with heads *down*. Rolls along in a near-horizontal position with weight carried low. You move more relaxed — no handle kick or jerk, no club rattle. Merely rest handle on *one finger*—CART-BAG "floats along" silently with no appreciable effort.

BIG VALUE...
ONLY
$34.95
(No bag to buy)

GIVE MORE GOLFING PLEASURE this year! Order CART-BAG at your Pro Shop —

SIT-N-REST GOLF BAG CO.

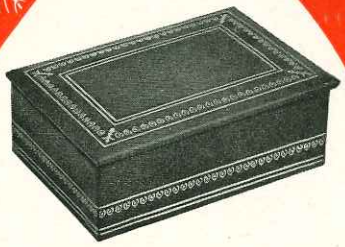
What Every Golfer Wants

TITLEISTS*

Personalized in Handsome Gift Cases

One Dozen Titleists in deluxe case, each ball personalized —

ONLY $14.75



Half Dozen Titleists in deluxe case (sorry—no personalizing on half-dozen orders) —

ONLY $7.50

THE MOST POPULAR BALL in big time competition with amateurs and pros alike for *seven* years.

OWNER'S NAME ON EACH BALL! All you have to do is print the name (no more than 18 letters and spaces) and give it to your pro. He'll do the rest — *and at no extra charge!*

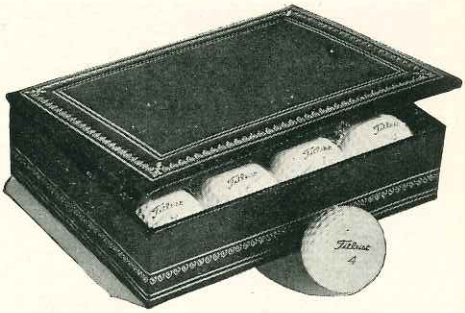
PACKED IN GORGEOUS GIFT CASE!— sturdy, deluxe leather-like box in rich hunter green stamped in gold — *and no extra charge for this either.*

ORDER FROM YOUR PRO — and order early. Avoid late Christmas deliveries by getting your order in NOW. There is no more appropriate gift for a golfing husband, wife, friend or customer. Acushnet Process Sales Co., New Bedford, Massachusetts.

**Titleists 100's, Regulars, or Reds*

Spalding – DOTS

Dozens in Xmas packs of maroon simulated leather Desk Caddy letter holders; half dozens in pencil holders. Name imprinted in dozs. only.



Acushnet – TITLEISTS

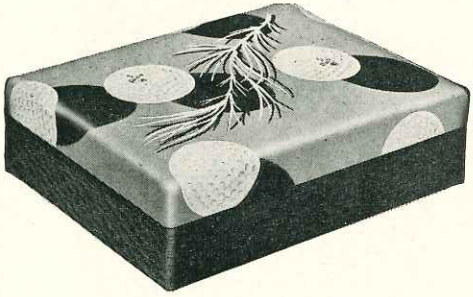
Dozens Xmas packed in leather-like case of hunter green, gold stamped. Half dozens also in gift cases. Name imprinted in dozs. only.

MacGregor TOURNEYS

Dozens and half dozens Xmas packed in Memo Caddie of maroon grained leatherette, gold leaf trimmed. Memo paper included. Name imprinted in dozs. only.

GOLF BALLS

The Christmas gift that always clicks



Dunlop – MAXFLIS

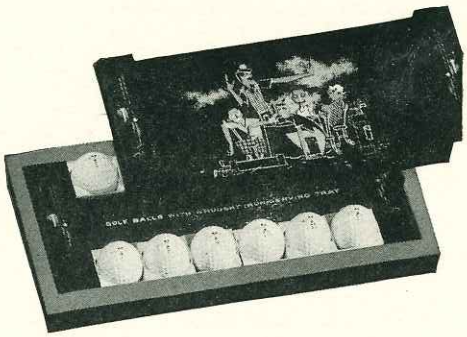
Dozens and half dozens Xmas packed in padded, hinged cover boxes of colorful Christmas design. Box serves many utility purposes.

Worthington – SWEET SHOTS

Dozens and half dozens Xmas packed in multi-purpose gift case of gold embossed black leather-cases. Name imprinted in dozs. only.

U. S. Rubber – U. S. ROYALS

Dozens Xmas packed in mottled jade green plastic putting cup case. Also, U. S. Blues in many-use plastic case. Name imprinted in dozs. Royal Queens, for ladies, in gold color case.



Wilson – STAFFS and JETS

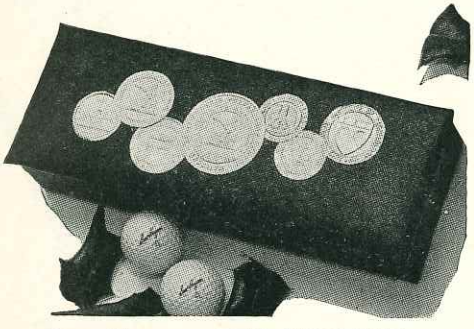
Dozens of either Staffs or Jets Xmas packed in wrought iron TV serving trays; half dozens in man-size ash trays. Name imprinted in dozens.

The finest golf balls are sold exclusively at pro shops. We have for your selection the foremost brands, in special holiday packages.

If you desire, your gift of golf balls will have the name of the delighted receiver imprinted on each ball (in dozen lots only). This precision personalizing operation is done in the ball maker's factory. It takes time.

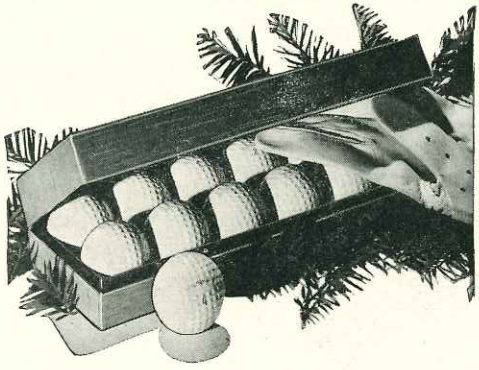
PLEASE PLACE YOUR ORDERS EARLY

Orders for personalized golf balls should be placed at least six weeks before the date you want the balls delivered.



Ben Hogan – BEN HOGANS

Dozens Xmas packed in morocco type leatherette case with famous championship medals embossed on lid top. History of medals embossed on red velvet inside top lining.



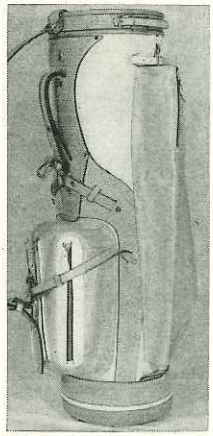
Burke – ROCKITS

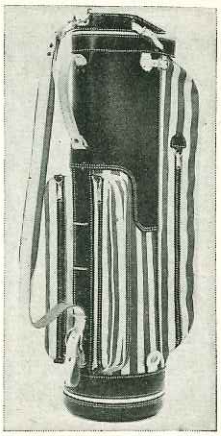
Dozens Xmas packed in two rows. Gift case, which also contains cigarette lighter, is red and silver embossed with golfer on top. Name imprinted in dozs. only.

Santa Claus

has the answer

in the bag



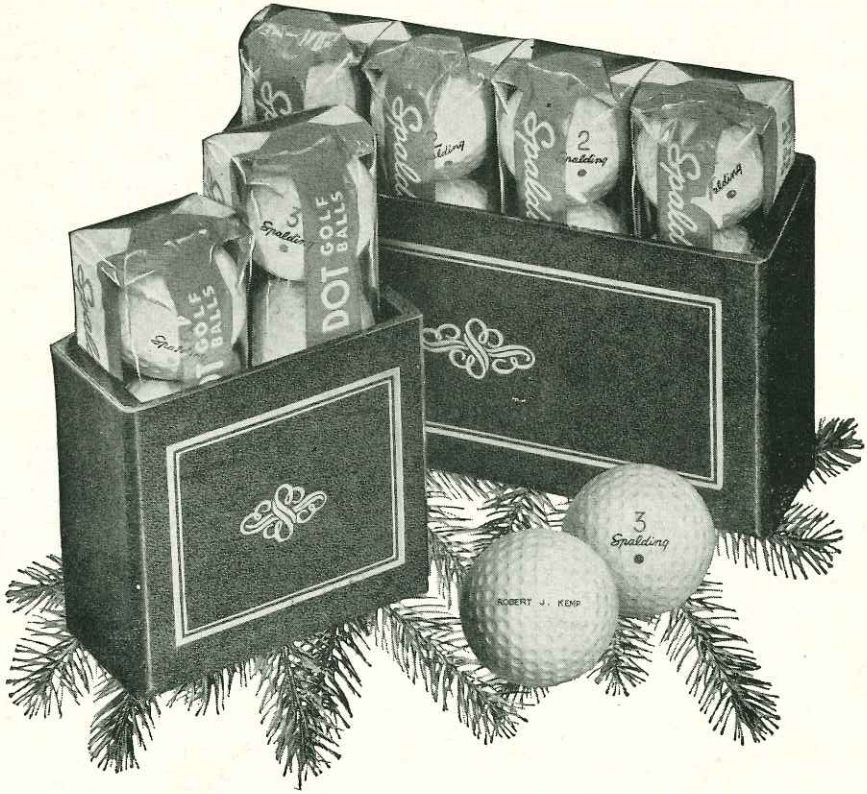


Wondering what golf gift looks a lot fancier than its price? The answer may be in a golf bag. Lots of beat-up, ancient bags are owned by some mighty handsome, fresh-looking golfers. So, a new bag should bring the whole picture of golfer and equipment up-to-date as of Christmas this year. Come in and look over our wide range of golf bag models and prices . . and see our fine golf luggage, carry-alls and shag bags.

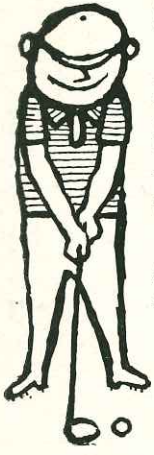
Out of the woods

to better scoring in 1957

New woods show greater usefulness in head design and construction and practical variety in shaft specifications.



Give new 1957 Spalding DOTS in handsome Desk Caddy Sets



NOW—the 1957 version of America's favorite golf ball, the famous Spalding DOT, is attractively packaged in distinctive Desk Caddy Sets for Christmas.

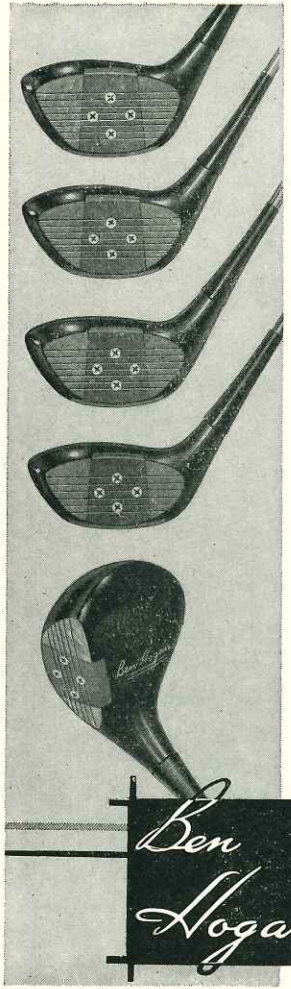
The Mail Caddy contains 1 doz. DOTS, the Pencil Caddy ½ doz. Fashioned from maroon simulated leather, these long-lasting gift containers make attractive additions to any man's desk.

The new 1957 DOTS are the finest golf balls Spalding ever made. They feature bolder markings and a wonderful new DURA-THIN cover that keeps its brilliant white finish round after round.

DOTS in the new Desk Caddies are available at your golf professional's, singly or in matching sets. You pay only the price of the balls.

If you act now, gift purchases of a dozen or more DOTS will be imprinted free with golfer's name. Imprinting limited to 18 letters and spaces inclusive. Remember, famous Spalding DOTS are sold only through golf professionals.

SPALDING



The World's Finest...
Christmas Gift

All my years of tournament experience, the best engineering obtainable, and painstaking manufacturing care have gone into making my clubs – what I consider truly golfing "Jewels."

To the best of my knowledge, the high standards of manufacture of my clubs are unmatched in all the world. There is only one grade of club bearing my name.

My clubs are designed to make it easier for every golfer to play his best game. These irons have the deepest face of any irons available, giving maximum control of the ball.

The "saber" design on the back of the club head is for a very important purpose . . . it places the *percussion* point in the exact center of the blade.

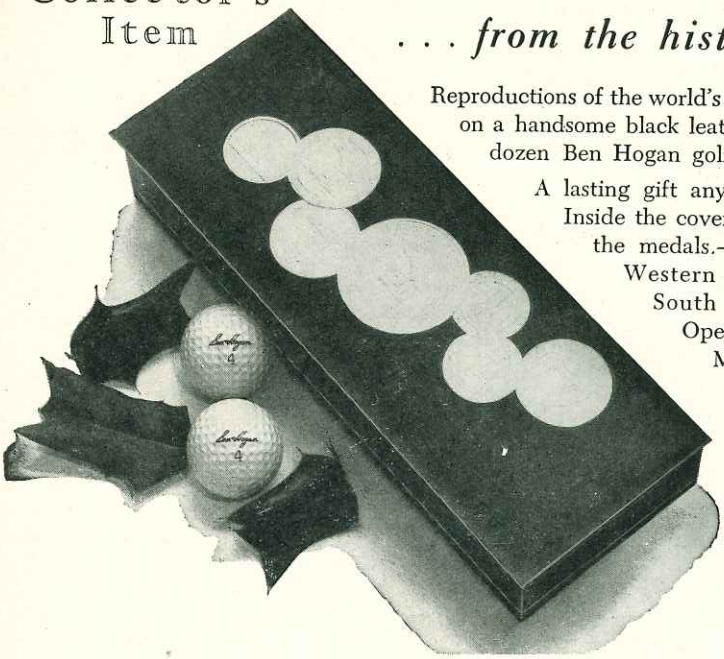
You'll find these the most "playable" clubs made.

Ben Hogan COMPANY
FORT WORTH, TEXAS

My Golf Balls and Clubs available through Pro Shops only

A Collector's Item

. . . from the history of golf



Reproductions of the world's championship medals on a handsome black leatherette box with one dozen Ben Hogan golf balls.

A lasting gift any golfer will cherish! Inside the cover is a brief history of the medals.—U.S. Open, P.G.A., Western Open, North and South Open, the British Open, and International Matches.

PRO SHOPS ONLY

Ben Hogan COMPANY

WINNERS

• *(continued from page 26)*

St. Petersburg Open – Kathy Cornelius 287

•

Sarasota Open – Betsy Rawls 291

•

Jacksonville Open – Mickey Wright 294

•

Titleholders – Louise Suggs 302

•

Babe Zaharias Open – Marlene Hagge 219

•

Dallas Open – Patty Berg 291*
*Defeated Betsy Rawls, Marlene Hagge in playoff

•

Peach Blossom Open – Betsy Rawls 292

•

Pittsburgh Open – Marlene Hagge 293

•

Triangle Round Robin – Marlene Hagge 359

•

LPGA Open – Marlene Hagge 291*
*Defeated Patty Berg in playoff

•

Women's Western Open – Beverly Hanson 304

•

Syracuse Open – Joyce Ziske 221

•

USGA Women's Open – Kathy Cornelius 302*
*Defeated Barbara McIntire in playoff

•

All American – Louise Suggs 301

•

World Championship – Marlene Hagge 298

•

Canadian Women's Open – Marlene Stewart defeated Pat Lesser, 1 up, 37 holes

•

Amateur

North-South Invitational – Marlene Stewart defeated Wanda Sanches, 1 up

•

Women's Eastern Golf Assn. – Mrs. Norman Woolworth 232

•

Women's Intercollegiate – Marlene Stewart defeated Ruth Jessen, 3 and 2

•

British Ladies Open – Wiffi Smith

(continued on page 40)

TRIPLE CROWN

GOLF BAGS

for those who can afford the best

$50*

*New Inside Split Hood

Can be raised or lowered without removing club dividers. Front half serves as rain shield — both halves used together for travel. This is but one of the many exclusive features found only in Triple Crown Golf Bags.

Sold only in Pro Shops.

*U.S. Patent applied for.

HELP YOURSELF • *(cont. from page 10)*

IN THE ROUGH

A grip that's too tight accounts for most shots that are misplayed in the rough.

In planning your shot out of the rough don't strain for distance but put the ball in position that will make your next shot easy.

PUTTING

Keep your head perfectly steady in putting. Listen, rather than look, for the putt to drop.

* * *

Most of the consistently good putters putt with very little or no wrist action. They putt from their shoulders.

* * *

There are many variations of stance and grip used by good putters but always with the idea of making it easier for them to keep the face of the putter square to the line of the putt.

* * *

A common experience among experts and average golfers is that when the grip of the putter unconsciously becomes tight putting becomes bad.

* * *

Almost all the short putts that are missed are "babied" instead of being tapped with crisp delicacy.

* * *

You'll miss a putt farther short of a hole or past it than you will miss the sides of the hole.

* * *

You can get the putter face in line before you begin the stroke. Then while you're stroking think only of rolling the ball the required distance.

* * *

If your wrists bend toward the cup and allow the clubhead to get ahead of your hands your putt probably will be bad.

GOLF

Gift Certificates

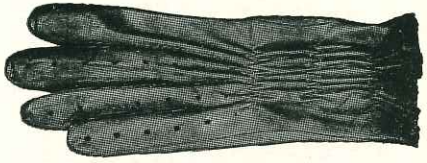
are sure to please

Ask at the pro shop

THE distinctive GOLF GIFT

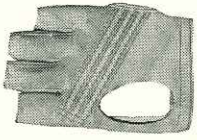
Any pro . . . any experienced golfer immediately recognizes Parglovs and Parhoods, styled by K. L. Burgett Co., as the finest. Painstakingly crafted of the finest luxury leathers, gloves fit perfectly for second-skin comfort . . . hoods are tough and durable as well as lastingly attractive.

gloves:
1.65
to
4.00



PAUL HAHN GLOVE
. . . a full-fingered glove in choice of colors . . . table-cut of finest capeskin . . . tailored to Paul Hahn's personal specifications.

hoods:
3.50 to 8.65
per set
of 4



PARGLOV
. . . short-fingered with snugtex gripper strip across palm . . . cream-colored capeskin front, chamois back . . . adjustable wrist strap.

PARHOODS
. . . wide range of styles and colors . . . in poplin, tackle twill, suede and leather . . . personalized with name in gold free.

sold only in your pro shop . . .

manufactured by K. L. Burgett Co.

A Gift that Can't Miss!

That golfer in your life will feel like he's broken par when he spots a Tufhorse golf bag under the Christmas tree.

There's a complete line to choose from — all in the latest materials and styled to add more enjoyment to his game.

*Santa's holding Model LP636, newest Tufhorse creation. It's styled in tusk-white TUFF-HIDE and trimmed in leather. Nothing's been overlooked for the golfer who wants everything.

MacGregor
THE GREATEST NAME IN GOLF

DES MOINES GLOVE & MFG. CO.

Clubs that help kids grow in golf

For their reasonable price you'll find some very well designed and made golf clubs for the 5-to-10 year youngsters and other fine sets for those in the 10-to-16 year bracket . . . presents that get historic, happy memories when future champions tell their stories. Let us tell you about them.

Special gift pack for a memorable holiday season

MacGregor Memo Caddie

Holds new 1957 MacGregor Tourney Golf Balls and supply of printed memo paper

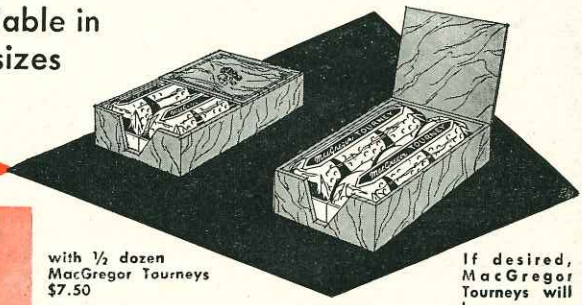
Handsomely packed in gold and red gift box

New Tourneys, Memo Caddie and Memo Paper ...all 3 items for the price of golf balls alone!

Memo Caddie is hand crafted of grained maroon leatherette trimmed in gold leaf. Rich appearance makes it suitable for any desk or table in home or office.

Available in 2 sizes

with one dozen MacGregor Tourneys $14.75



with ½ dozen MacGregor Tourneys $7.50

If desired, MacGregor Tourneys will be personalized with player's name . . . without charge (in quantities of 12 golf balls or more.)

One look at this value-packed "caddie" and you, too, will realize that it's a gift that has everything. For memorable Christmas giving order now from your golf professional.

MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

THE MACGREGOR CO., CINCINNATI 32, OHIO — Golf • Tennis • Football • Basketball • Baseball

Sportswear Styles

begin at country clubs

The new items in sports fashions are first worn by members of the exclusive country clubs.

The approval of these golfers means that the stamp of good taste has been placed upon the sportswear and a new style is born.

Manufacturers of the favored item, well aware of the golfers' commanding influence on sports styling, see to it that the golf professionals' shops get the finest in sportswear first—and often, exclusively.

Cali-Fame

CALI-FAME
LOS ANGELES

Sportswear by Cali-Fame of Los Angeles . . . outstanding in quality of materials, in styling and in those design details that add the utmost to golf and casual wear comfort. A gift that always is warmly welcomed for its usefulness and excellent taste.

The widely popular **all wool** Jockey type golf cap. May be embroidered with club name. In navy, tan and brown. Four sizes, small to extra large. $3.

One of Cali-Fame's newest long sleeve, button-down shirts of acetate and rayon. Long tail—hand washable. In small checks of green, gray and tan. Sizes: small, med., large and x-large. $7.50

Thalspun orlon and wool knit shirt—long sleeve—hand washable. In gray and tan with contrasting chest stripes. Sizes: small, med., large and x-large. $12.50

Long sleeve sanforized cotton washable shirt with button-down collar—long tail. Beautiful assortment of plaid designs. Sizes: small, med., large and x-large. $7.50.

SEE THE WIDE VARIETY OF CALI-FAME SPORTSWEAR IN YOUR PRO SHOP

Distributed to golf professionals exclusively by:

GOLF & GIFT MART • JACKMAN SPORTSWEAR CO., Inc. • E. J. SMITH CO. • WINTER-DOBSON CO.

TRIPLE CROWN
GOLF BAGS

for those who can afford the best

$50

*New "Caddie Saver" Adjustable Shoulder Sling

8 possible adjustments may be made for perfect balance, to compensate for your caddie's height or the distribution of weight in your bag. Just one of the many exclusive features found only in Triple Crown Golf Bags.

Sold only in Pro Shops.

*U.S. Patent #2,706,024 and other patents applied for.

WINNERS • *(continued from page 33)*

defeated Mary Patton Janssen, 8 and 7

•

Women's Western Amateur – Ann Quast defeated Pat Lesser, 4 and 3

•

All American – Wanda Sanches 315

•

World Championship – Anne Richardson 309

•

USGA CHAMPIONSHIPS FOR 1957

June 13-15—Men's Open, Inverness, Toledo, O.

June 27-29—Women's Open, Winged Foot GC, Mamaroneck, N. Y.

July 17-20—Junior Amateur, Manor CC, Norbeck, Md.

July 29-Aug. 3—Amateur Public Links, Hershey Park GC, Hershey, Pa.

Aug. 12-16—Girls' Junior, Lakewood CC, Denver, Colo.

Aug. 19-24—Women's Amateur, Del Paso CC, Sacramento, Calif.

Sept. 9-14—Men's Amateur, Country Club, Brookline, Mass.

Sept. 30-Oct. 5—Senior Amateur, Ridgewood (N. J.) CC

International Championships

Aug. 30-31—Walker Cup, Minikahda Club, Minneapolis, Minn.

It's here for you
. . . *or else*

Perhaps there's something special you seek as a golf Christmas gift . . . something that we know you should have but which isn't in our large stock at your pro shop.

We will get it for you.

Shop early so we will have time to serve you perfectly.

say **Merry Christmas**

WITH **Burke**

First in Golf

Since 1910

GOLF'S GREATEST GIFT

Thunderbird WOODS

MARK I

We believe these to be the most modern woods in the world. Try a set - you'll feel quality and integrity - acquire a wonderful new confidence in your game.

They're new! They're Beautiful!

Lady Burke WOODS in 3 COLORS

Smart new Coral Pink, Azure Blue or Dark Mahogany colors - refreshing departure from the ordinary that adds a finishing touch to her golfing personality.

Lady Burke GOLF BALLS
Original golf ball for exclusive feminine play.

BURKE • PRECISION BUILT FOR PRECISION PERFORMANCE

AMERICA'S OLDEST EXCLUSIVE CLUBMAKERS

Look like a champion

Before Cary Middlecoff or any other champion starts swinging he looks like a champion • The average golfer, by incorrectly addressing the shot, often makes it almost impossible to hit the ball well • Sometime when convenient for you, drop around at the pro shop and let us check up on the way you stand to the ball. A few moments together should help you get started off to a better round.

Here are some of the details about Middlecoff's address of a drive worth noting:

The ball is teed high.

The lie of the club determines how far Middlecoff stands away from the ball. He doesn't reach for the ball.

The ball is about in line off Middlecoff's left heel. His toes are pointed slightly out.

Stance is just a bit open.

His right elbow is close to his body.

His knees are unlocked.

He is standing rather upright. His weight is evenly carried on the soles and heels of both feet.

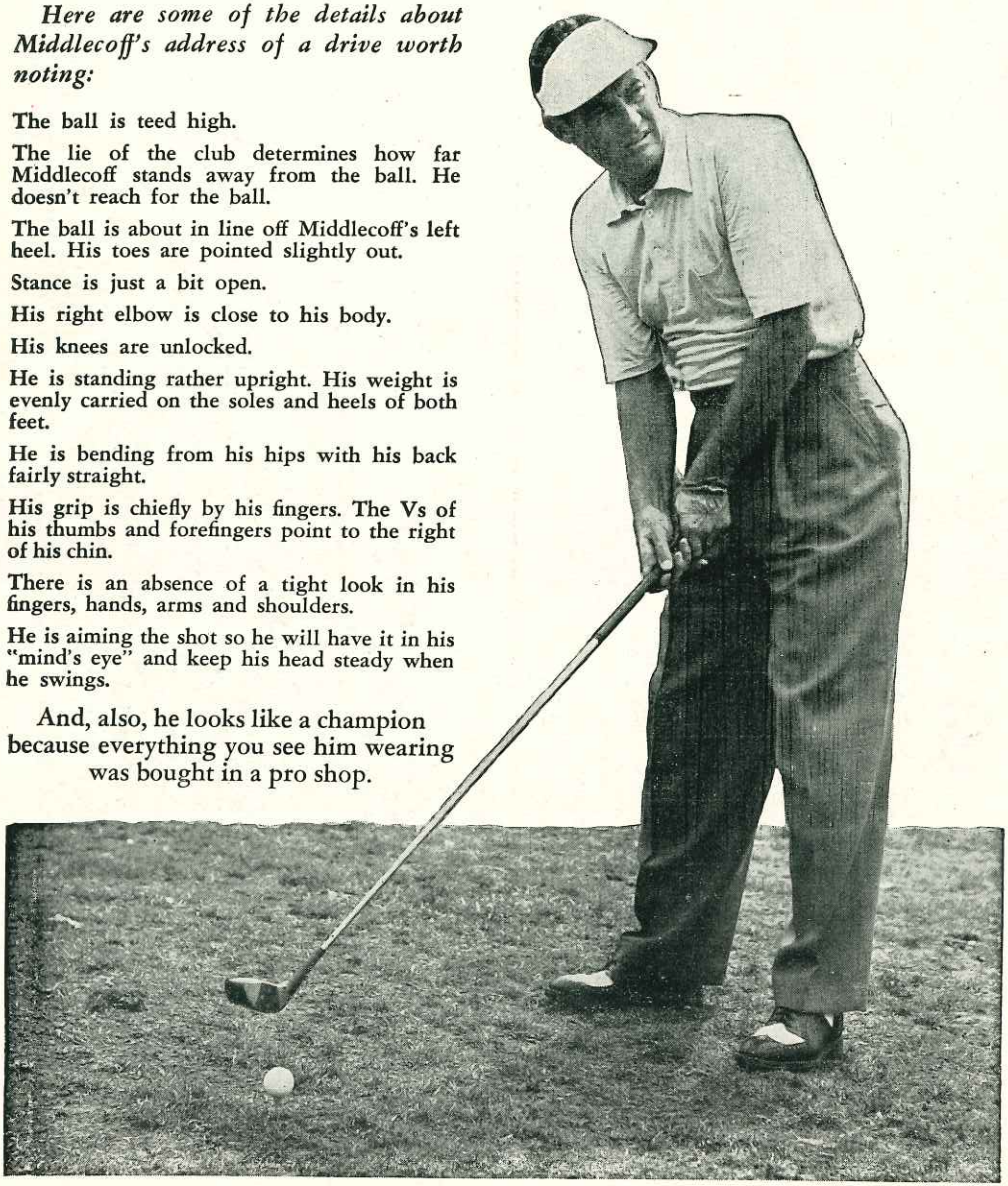
He is bending from his hips with his back fairly straight.

His grip is chiefly by his fingers. The Vs of his thumbs and forefingers point to the right of his chin.

There is an absence of a tight look in his fingers, hands, arms and shoulders.

He is aiming the shot so he will have it in his "mind's eye" and keep his head steady when he swings.

And, also, he looks like a champion because everything you see him wearing was bought in a pro shop.



IZOD

The Choice of Champions

EGYPTIAN COTTON PLAID (Right)
Colors: Grey and red, blue and beige, maize and brown.
Sizes S, M, L, XL. Price $13.95
(Also available in short sleeves, price $12.50)

VERTICAL STRIPED WOOL JERSEY (Left)
Colors: Lt. blue and charcoal, green and black, lt. grey and charcoal, tan and black.
Sizes S, M, L, XL. Price $16.95

THE FAMOUS LACOSTE SHIRT

Imported from France only by Izod. Washable cotton jersey. Colors: White, red, light blue, maize, navy, beige, black, grey, brown and pink.
Sizes S, M, L, XL, XXL.
Price $8.00

THE LACOSTE SHIRT FOR WOMEN

Imported from France
Washable cotton jersey.
Colors: White, maize, black, pink and lt. blue.
Sizes 10 to 16.
Price $8.00

THE LONG SLEEVE LACOSTE SHIRT

Hand-washable worsted jersey. Colors: Red, light blue, white, navy, maize, black, heather grey, heather beige.
Sizes S, M, L, XL.
Price $12.50

THESE ARE BUT 5 OF A CHOICE SELECTION OF IZOD SHIRTS AVAILABLE AT YOUR PRO SHOP

For a truly personal gift
Ask for the BEST

SQUIRE SLACKS

by DI FINI

for Golf or Dress

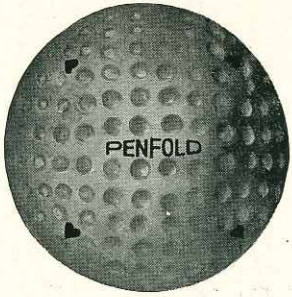
Par Golfer 4 by DI FINI

Di Fini Originals CUSTOM SLACKS

You'll find these SQUIRE SLACKS custom fitted to perfection in many patterns of FORSTMANN
Doeskin & Ripple Gabardine—$32.50
Top quality Imported English Flannels—$25.00
Gabardines—$18.75 and other fabrics
from $12.95 up.

FEATURED EXCLUSIVELY AT
PRO SHOPS EVERYWHERE.

A truly *SPECIAL*
gift . . .



WORLD FAMOUS as
WORLD'S FINEST

Xmas wrapped
at your pro shop

FLANGE-WRAP

RUBBER
WRAP-ON
GOLF GRIP

- Just Wrap On . . No Adhesive Needed.
- Non-Slip Suede-Textured Finish.
- Can Be Applied In 10 Minutes.
- Used By Leading Pros.

OVER
1,000,000
NOW IN USE!

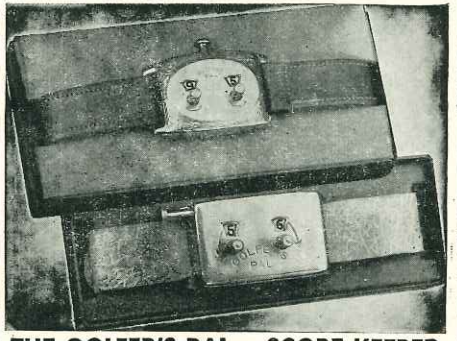
A cushioned grip that can be tailored to your hand size.

$18.00 a dozen at your pro shop.

C.S.I. Sales Company

THE CHRISTMAS GIFT

For those who want to give the best



THE GOLFER'S PAL • SCORE KEEPER

A mechanical scorekeeper, worn on the wrist, can do away with the tedious task of using a pencil to record figures on a scorecard. Designed to be worn on wrist without interfering with stroke. Perfect gift. Precision, dependability, and simplicity of operation make it standard golf accessory.

Model No. 1-X $5.00; Model No. 1 $3.50

BORM MANUFACTURING CO.

he deserves the best . . .

give him Foot-Joy Shoes

REG. U. S. PAT. OFF.
"THE SHOE THAT'S DIFFERENT"
BY FIELD AND FLINT CO.

Style 5006 — Street
Tan calf circular oxford
(1085 — Black) $25.00

Style 7099 — Golf
Black saddle oxford
$31.95
(7030 — Tan without shawl tongue $31.00)

Style 6028 — Street
Tan calf wingtip oxford
(6027 — Black) $29.75

Style 5502 — Golf
Tan calf oxford
blucher moccasin
(5503 — Black) $32.50

THE CHAMPIONS' CHOICE

JACK BURKE
Masters Open and
P. G. A. Champion

BEN HOGAN

CARY MIDDLECOFF
U. S. Open Champion

The class shoe on every golf course . . . the symbol of superb taste in business and social life — custom-crafted Foot-Joy Shoes. They're made to the highest standards of bootmaking perfection . . . of supple premium leathers . . . with the exclusive Straightline Balance that assures perfect fit and comfort. So to be certain your gift will please — get Foot-Joy Shoes or a Foot-Joy Gift Certificate at your Pro Shop.

For Free booklet, write,
FIELD AND FLINT CO., BROCKTON 68, MASS

Gift CHECK LIST

$5 AND UNDER	Belt Club head covers Golf balls Golf club grip Golf glove Score counters	Golf hat or cap Golf hose Golf jewelry Golf shirt Golf shoe trees "Sunday" golf bag	Golfing subscription Practice ball bag Practice golf balls Pro Shop Gift certificate Shafted shoe horn
$5 TO $10	Carry-all bag Club head covers Club protector tubes Golf bag Golf balls	Golf belt Golf club Golf club grips Golf head covers Golf jackets	Golf jewelry Golf rainwear Golf seat cane Putting practice device
$10 TO $15	Approach club Bermuda shorts Bag cart seat 5-wood Golf bag Golf balls	Golf driving mat Golf jackets Golf luggage Golf shoes Pitching wedge	Golf shirt Golf umbrella Gift certificate Slacks Sweater Training club
$15 TO $20	5-wood Golf bag Golf bag cart Golf seat cane Golf shoes	Golf umbrella Pro Shop gift certificate Sets of two woods Gift certificate	Putter Sandtrap club Slacks Sweater
$20 TO $30	Golf bag Golf bag cart Golf clubs for men and women Golf jackets	Golf shoes Junior clubs Gift certificate Golf seat cane Sweater	Sweater sets 6-wood Slacks Special clubs Training club
$30 TO $50	Golf bags Golf shoes Golf cart Golf luggage Iron clubs in sets	Junior sets Pro shop gift certificate Sets of woods for men and women	
$50 TO $75	Golf bag Pro shop gift certificate	Sets of irons for men or women Sets of woods for men or women	
$75 TO 100	Golf bag Pro-only top quality wood club sets	Pro shop gift certificate Set of irons—pro-only quality	
$100 AND OVER	Complete sets of pro-only top quality woods, irons, putter, specialty clubs, bag and headcovers • Pro-only top quality sets of irons for men and women • Pro Shop gift certificate.		

Gift SHOPPING LIST

NAME	GIFT	PRICE

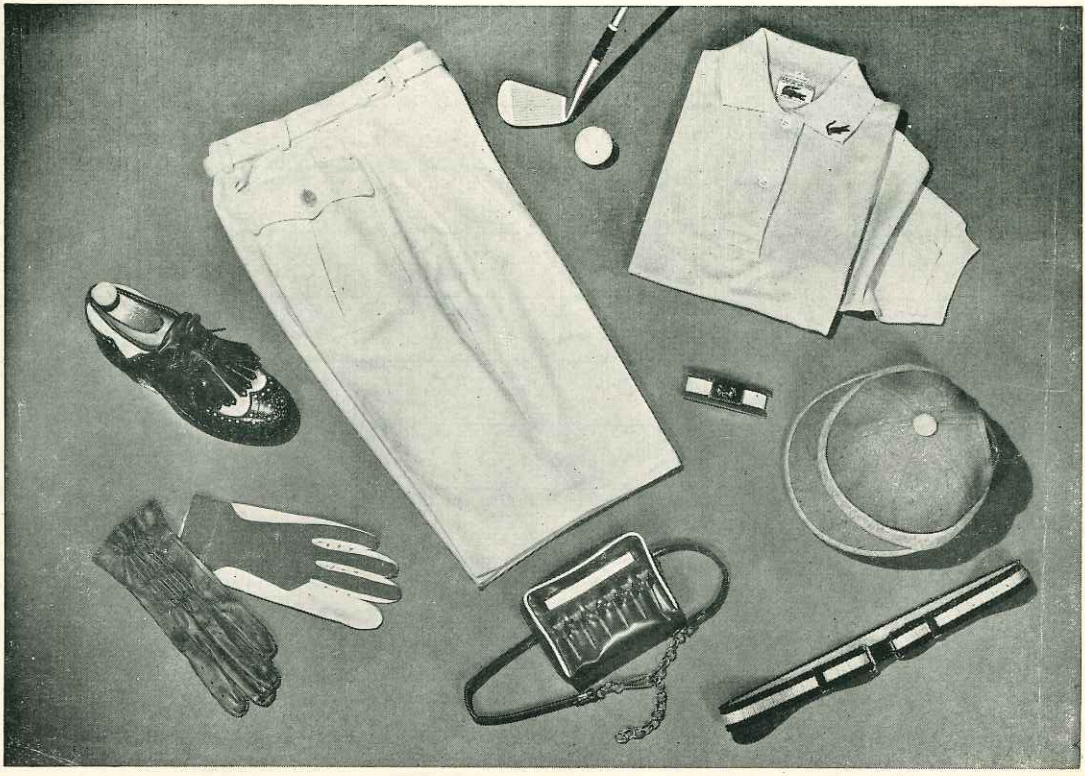
If more convenient — Fill in your list, tear out the page and mail it to me at the address shown on the front cover. Following your ideas as to type of item and amount you want to spend for each I'll prepare a list of my suggestions and submit it to you.

Apparel and Accessories

SPORTS SHIRTS • SLACKS • SHORTS • GOLF SHOES
JACKETS • SWEATERS • SWEATER SETS • SOCKS • CAPS
HEAD COVERS • GOLF GLOVES • UMBRELLAS • SPORTS
SEATS • CARRY-ALLS • RAIN APPAREL • BELTS
LUGGAGE • SHAG BAGS • SCORE COUNTERS

Gifts for the Women

Below are but a few of the smart and practical quality items to delight women golfers. A complete list of gifts for men, women and juniors appears on page 46.



Golf

THE GAME OF A *Lifetime*

WHEN your Christmas present is a golf gift
you are giving a rich share of delightful companionship,
bright sunshine, the exhiliration of sparkling air,
the spring of the brilliant green turf,
the recreation of a challenging exercise and the
thrill of a well-played shot at an exciting moment.
No wonder your golf gift always is highly appreciated,
and long remembered.

RETURN TO
DESIGN DEV

When you play 1957
May your joys be high
Your scores low,
Your lucky shots many
And your laughs many more . .

HAPPY NEW YEAR

From all of us at your Pro Shop